

FIRST FIVE YUBA COMMISSION

REQUEST FOR PROPOSALS

To Address the FY 04-05 Strategic Plan

Six Broad Need Areas – RFP 05-02

Opens: March 23, 2005

Proposals Due: Wednesday, April 20, 2005 by 4:30 p.m.

1.0 Introduction

Background – Children and Families Commission

In November of 1998, the citizens of California enacted the Children and Families Act, Proposition 10. It is based upon the premise in current brain development research that the physical, emotional, and intellectual environment that a child is exposed to in the earliest years of life has a profound impact on how the brain develops and how the child grows and learns throughout the rest of life. This initiative aims to promote, support and improve the health, development, and general well being of children from the prenatal period through five years of age by providing information and services designed to increase awareness of the importance of these earliest experiences upon brain development among parents and other caregivers. This initiative addresses the now five broad goals of the proposition, as articulated by First Five California (sometimes known as the State Commission) as follow:

- Families are stronger.
- Children are healthy.
- Children are well developed.
- Service systems for children and parents are improved.
- Children are ready to learn when they enter Kindergarten (This goal was added by First Five California in 2001.)

This initiative continues to raise approximately \$700 million annually through an additional tax on tobacco products. Twenty percent of the revenues are directly administered by First Five California. The remaining eighty percent of the revenues is distributed to local commissions on a formula based upon the number of births to county residents each year.

The Children and Families Act promotes local decision-making based upon the specific needs of each county as the Proposition 10 purposes and the specific state goals are being addressed.

The Yuba County Children and Families Commission, now known as First Five Yuba (FFY), was established in January 1999, through an Ordinance adopted by the Yuba County Board

of Supervisors. The FFY is responsible for the development and implementation of a Strategic Plan for the most effective use of the approximately \$900,000 in annual revenue being allocated to Yuba County through Proposition 10. This Strategic Plan is revised and updated annually, and a copy of the entire FY 04-05 Plan is included in this RFP packet.

Six Broad Need Areas

The new six broad need areas, not in priority order, with suggested methods of addressing those needs identified from the input when available, are as follows:

Early Care and Education

The need for universal access to preschool as proposed by First Five California, i.e., Preschool for All. The need to continue improving the existing early care and education continuum of care for children aged 0-5, i.e., improving the quality and increasing the quantity of available child care spaces for children aged 0-5. The need to expand the availability of parent education programs related to the child's readiness for school, i.e., English language classes and literacy programs for parents, and addressing transportation and other access issues.

Community Activities

The need for safe healthy, and accessible child and family -oriented community activities, to be addressed by establishing and supporting recreational, social, educational, developmental activities appropriate for children aged 0-5 and their families.

Health Care

The need for all children aged 0-5 to have access to appropriate and timely health care, to be addressed by increasing the availability of health insurance coverage, i.e., improving access which includes transportation to existing medical providers, increasing the availability of specialized medical services not currently offered in the county, improving the level of reimbursement paid to those medical providers accepting publicly funded health insurance coverage, improving outreach and education for parents to promote use of publicly funded health insurance, and appropriate use of the available medical providers, and promoting advocacy among parents and others for an improved system.

Early Intervention

The need for early identification of and intervention for health, developmental, and behavioral problems which impair the child's readiness for school.

Outreach and Prevention

The need for outreach, education and prevention services to assist families with a variety of health related issues, including nutrition practices, prevention of childhood obesity,

prevention of childhood injury, prevention of child abuse and neglect, and prevention of pre and perinatal substance abuse.

Consistent Services

The need for consistent family resource center services to be addressed by maintaining and expanding the network of school, clinic, and neighborhood based family resource centers.

2.0 Funding Amount/Acceptable Uses of First Five Yuba Funds/Award Contract Terms/Rights and Responsibilities

2.1 Funding Amount:

First Five Yuba will release at least \$233,143 through this second RFP for FY 04-05. The FFY Commission reserves the right to allocate more (or less) funds than advertised depending upon the quality and quantity of proposals received.

Applicants seeking funds must address one or more of the six broad need areas listed above. Any amount of funds from a minimum of \$1,000 to a maximum of all the funds available may be requested.

2.2 Acceptable Uses of First Five Yuba Funds:

First Five Yuba funding can be used for:

- services, including educational programs and materials which directly benefit children aged 0-5 and their families, and/or
- coordination and/or improvement of needed services on either a one-time or an ongoing basis within specified time limits.

First Five Yuba funds may also be used to purchase and/or to improve real property, and/or to pay the costs of leasing real property, as long as the property is used to meet the goals of the statute.

First Five Yuba funds may also be used to purchase capital equipment and/or to make capital improvements, again, as long as that equipment is used to address the goals of the statute.

2.3 Award Contract Terms:

Contracts, whether for one-time services or capital and/or real property expenditures, or for ongoing services are generally set for a one-year term. FFY reserves the right to extend the one-year contract without repeated competitive bid for a period not to exceed three years, in accordance with its established policies, if a service or activity being funded is retained as part of the Commission's Strategic Plan in subsequent years.

2.4 Rights and Responsibilities:

All materials submitted in response to this request become the property of the FFY. Selection or rejection of a response does not affect this right.

FFY reserves the right to award less than an applicant has requested, regardless of the proposal's ranking in the selection process.

FFY reserves the right to divide the total amount of funds advertised in any way deemed appropriate and necessary to attain FFY goals, and this may include making a series of partial awards to a variety of applicants who have scored high enough to receive an award recommendation.

FFY is not responsible for any costs incurred by applicants in preparation and presentation of proposals, interviews or demonstrations in response to this RFP or subsequent interviews.

3.0 Scope of Work

- 3.1 The task, as well as the opportunity to submit a creative, innovative approach, is placed upon the applicant for defining a scope of work which addresses at least one of the broad state goals for use of First Five Yuba funding, as listed earlier in this document. The proposed scope of work may address more than one of the broad state goals.
- 3.2 The proposal must define a scope of work, which addresses one or more of the six broad need areas listed earlier in this document.
- 3.3 The proposal must define a scope of work which addresses at least one of the outcome indicators listed in Appendix A of this document.
- 3.4 It is understood that the six broad need areas are to some degree overlapping, and may fit under more than one state goal. This means that a proposed project might address part of one broad need area, and part of another, in order to address the selected state goal or goals.
- 3.5 It is understood that the outcome indicators listed earlier in this document by each of the five broad state goals are also overlapping. This means that the selected indicator, or indicators may be identified under more than one broad state goal, and/or may be related to more than one broad need area.
- 3.6 First Five Yuba is in the process of identifying Yuba County specific indicators which are above and beyond those identified thus far by First Five California. For this reason, additional outcome indicators not appearing on the published list may be identified in the proposal, but must be justified in terms of the five broad state goals, the six broad need areas, and the unique needs of children aged 0-5 living in Yuba County.
- 3.7 First Five Yuba strongly values service programs and other benefits to children aged 0-5, which recognize and address the cultural diversity of the county.

- 3.8 First Five Yuba strongly promotes the value of collaboration and integration of efforts among the agencies and individuals serving children aged 0-5, particularly those serving children aged 0-5 in other First Five Yuba funded programs. The scope of work should detail such efforts to collaborate with and integrate other service programs.
- 3.9 First Five Yuba strongly promotes the value of direct parent input concerning the need for and the relevance of proposed services. The scope of work should detail how parent input was obtained, and how parent input will continue to be obtained for the proposed project.
- 3.10 First Five Yuba strongly promotes projects that promote civic engagement among parents of children aged 0-5 and other interested citizens. The scope of work should detail how this will be addressed if this is part of the project.
- 3.11 The scope of work for all proposed projects, but especially those requesting funds on a one time basis for capitol equipment and/or real property improvements and investments, should provide significant detail concerning the long term benefits and the numbers of children aged 0-5, and their families to be impacted.
- 3.12 The scope of work for all proposed projects, but especially for those requesting funds for ongoing services to children aged 0-5 with an expectation that services will continue beyond one year, will provide, when possible, the research or experience basis for offering the particular services described, and the services will address prevention and early intervention, as emphasized in the Proposition 10 statute.
- 3.13 The scope of work must detail an evaluation plan, and clarify that the project will participate in the State Proposition 10 Evaluation and Data Collection System (PEDS), and other local evaluation efforts, as required by First Five Yuba.
- 3.14 First Five Yuba strongly encourages leveraging of funds, and requires that applicants proposing ongoing services beyond one year develop a plan for future sustainability.

4.0 Proposal Content

4.1 Funding requests of \$10,000 or less:

Proposals requesting \$10,000 or less may be submitted on the standard formatted application provided in the back of this packet. This form requires identifying information and a short narrative and is limited to 3 pages plus a simple one-page budget format.

4.2 Funding requests of more than \$10,000:

Proposals requesting more than \$10,000 should be type written, single spaced, in a 12-point font equivalent to Times New Roman in size. There is no page limit requirement, but proposals should be as brief as possible, while providing a clear picture of the agency's proposal for carrying out the Scope of Work following the outline below:

4.3 **Narrative:**

- a. Identify the selected broad state goal, or goals to be addressed. (3.1 from the Scope of Work)
- b. Identify the selected broad need area, or areas, to be addressed. (3.2 from the Scope of Work)
- c. Identify the outcome indicator, or indicators, which will be used to measure project success. (3.3 from the Scope of Work)
- d. Provide a detailed description of the project itself, addressing each area (3.4 through 3.11 from the Scope of Work)
- e. Include copies of resumes for current employees who will have roles in implementing the project if it includes direct services over time to children aged 0-5 and their families, and/or identifying information and estimates for capitol equipment and/or real property projects.
- f. Include copies of the relevant MOU's or support letters to demonstrate collaboration or integration efforts with other programs, including other First Five Yuba funded programs.
- g. If the proposed project is research or experience-based, provide clarifying information as an attachment.
- h. Include a preliminary evaluation plan (not more than one page) for the selected outcome indicator or indicators, and clarify the intent to cooperate with First Five Yuba in using the State PEDS system as required. (3.13 from the Scope of Work)

4.4 **Budget:**

- a. Submit a detailed line item budget which shows all funds currently received by the applicant for the proposed project, how the funds will be applied (*please provide grant award letter if applicable*) across the costs of the proposed project, how other fund sources will be applied, and how First Five Yuba funds will be applied, using the First Five Yuba format provided in the packet, or a simple Table developed by the applicant.
- b. Submit a brief budget narrative, in the same format as the narrative above, which clarifies line items of the budget as necessary, and defines any subcontract arrangements, or sublease arrangements which may have been referenced in the proposal or shown in the budget.
- c. Describe in detail the sources of other funds and the longevity of other funds which are anticipated for use in the proposed project.
- d. Describe the future plan for sustainability if the project anticipates ongoing services beyond one year.

5.0 Project Selection Criteria

Applications from individuals, community groups, and private and public agencies are invited.

The following criteria will apply to all applicants:

- 5.1 Understanding of the Purpose of the Proposition 10 Statute, the broad State goals, the broad need areas of the FFY Strategic Plan, and the outcome indicators.
- 5.2 Innovation of the proposed project.
- 5.3 Opportunity in the project to obtain and use direct parent input about the services and benefits, and/or to promote civic engagement among parents of children aged 0-5 and other interested citizens.
- 5.4 Demonstrated knowledge of child development, and/or early care and education issues and/or health issues, problems and concerns for children aged 0 to 5, if addressing the related broad need areas.
- 5.5 Demonstrated knowledge of the service needs of parents, and caregivers of children aged 0-5, if addressing the related broad need areas.
- 5.6 Demonstrated experience serving culturally and linguistically diverse populations, and/or serving the citizens of Yuba County.
- 5.7 Demonstrated experience with or potential for working collaboratively with a variety of child and family serving agencies (documented by letters of support, copies of existing or proposed MOU's, etc.)
- 5.8 Strength of plan, if any, to integrate efforts with other projects funded by FFY as appropriate.
- 5.9 Strength of evaluation plan.
- 5.10 The longevity of the impact of the project on children aged 0-5 and their families.
- 5.11 The numbers of children aged 0-5, and their families benefiting from the project over time.
- 5.12 The long term cost benefit of funding prevention and early intervention aspects of the proposed project.
- 5.13 Reasonableness of costs proposed in the budget and congruence of the costs with the proposed scope of work.
- 5.14 Strength of plan to sustain the proposed project in the future.

After review of proposals, follow up interviews to clarify proposal content may be held. If such interviews are necessary, the applicant will be contacted to set a meeting date and time. Letters concerning Proposal Review Committee action will be sent to all applicants. The Proposal Review Committee will make final recommendations to the full Commission

at a date to be announced. Contracts with the applicants receiving awards will begin as soon as they can be negotiated, prepared, and reviewed by the Commission.

6.0 Proposal Format and Submission Deadline

- a. One (1) original and four (4) copies of the proposal, in a sealed envelope or package must be received by **4:30 p.m. Wednesday, April 20, 2005**. No cover letter is required.

A “proposal” is defined as containing the following completed forms:

- 1) Proposal Cover Sheet
 - 2) Narrative/Scope of Work
 - 3) Budget
- b. Proposals of \$10,000 or less will be limited to 3 pages (plus Proposal Cover Sheet and Budget) and should be submitted in the enclosed application format.
 - c. Proposals for more than \$10,000 have no page limit requirement but must be prepared according to the instructions below.
 - 1) Proposal Cover Sheet must be completed, signed and affixed to the front of the proposal.
 - 2) Proposals must be typed (or legibly printed) with a font size not smaller than 12 point and equivalent to Times New Roman in style.
 - 3) All pages must be on 8-1/2 x 11 inch white bond paper and have at least 1-inch margins at the top, bottom and sides.
 - 4) All pages must be numbered sequentially, and each proposal set should be bound only with a staple in the top left corner.

Submission of an incomplete proposal will result in a lower score.

Proposals may be mailed or hand delivered, but regardless of the postmark date, **must be received by the Commission no later than 4:30 p.m. on Wednesday, April 20, 2005**.

Submit proposal to: First Five Yuba Commission
Attn: Rita Beisley
6000 Lindhurst Avenue, Suite 601-C
Marysville, CA 95901-6132

Hand-delivery may be made to the Yuba County Health Department reception desk, Monday through Friday between 8:00 a.m. and 5:00 p.m. and through 4:30 p.m. on April 20, 2005. Please note that faxed and e-mailed submissions will not be accepted.

The Commission is not responsible for delayed or lost proposals that miss the submission deadline.

7.0 RFP Contacts

Upon release of this Request for Proposal (RFP), all provider communications concerning this acquisition must be directed to the FFY contact listed below. Any oral communications will be considered unofficial and non-binding on the part of FFY. Providers should rely only on written statements issued by the RFP contact.

First Five Yuba Commission
Inge Schlusser, Chair, Proposal Review Committee
6000 Lindhurst Avenue, Suite 601-C
Marysville, CA 95901-6132
(530) 749-6777
Email: rbeisley@co.yuba.ca.us

Outcome Indicators

Indicators for Evaluation Use by State Goals

The FFY is participating in the statewide Proposition 10 Evaluation and Data Collection System or PEDS, fully funded by First Five California. FFY has also begun to identify those indicators which will be evaluated for Yuba specific purposes.

The indicators are shown below organized by the broad state goals.

Improving Child Health

- Decrease in infant mortality rate (population based)
- Reduction in number of newborns with low birth weight (participant and population based)
- Increase in number of pregnant women receiving adequate prenatal care (participant and population based)
- Increase in number of children aged 0-5 current on immunizations (participant and population based)
- Increase in number of children aged 0-5 receiving timely well baby check ups as scheduled (participant and population based)
- Increase in number of children aged 0-5 with a regular medical home (participant and population based)
- Increase in the number of children aged 0-5 with health insurance coverage (participant and population based)
- Increase in the use of breastfeeding (participant and population based)
- Increase in the number of children receiving annual dental exams beginning by age 2 (participant based)
- Increase in the number of children aged 0-5 with dental insurance (participant and population based)
- Increase in the number of children aged 0-5 living in smoke free homes (participant based)
- Increase in the number of smoke free pregnancies (participant based)

FFY Additional Indicators

- Decrease exposure to alcohol, and other drugs prenatally and during the first five years of the child's life. (participant and population based)

Improving Child Development

- Increase in number of 3 and 4-year old children receiving early care and education experience such as: preschool, Head Start, private preschool, day care, family child care, etc. prior to entering kindergarten. (participant based)
- Increase in the number of children aged 0-5 who receive developmental screenings. (participant and population based)

- Increase in number of children who receive early identification of special needs and disabilities. (participant and population based)
- Increase in the number of referrals to appropriate services made for children aged 0-5 identified with special needs. (participant based)
- Increase in the number of children aged 0-5 participating in school readiness transition programs. (participant and population based)
- Increase in the number of child care spaces in centers for children aged 0-5. (population based)
- Increase in the number of family child care spaces for children aged 0-5. (population based)
- Increase in the number of Head Start spaces for children aged 0-5. (population based)
- Increase in the number of licensed child care spaces for children with disabilities and other special needs. (population based)

Strengthening Families

- Increase in family reading/storytelling. (participant and population based)
- Decrease recurrence rates of child abuse/neglect in families served. (participant and population based)
- Reduce number of children aged 0-5, and their families living in poverty. (participant and population based)
- Reduce number of children aged 0-5, and their families living with food insecurity. (participant and population based)
- Increase number of children aged 0-5 and their families with stable housing. (participant and population based)
- Improve status of the mother's educational attainment. (participant and population based)
- Decrease child abuse/neglect rates. (population based)
- Reduce teenage birthrate. (population based)
- Decrease the need for foster care placement. (population based)

Improving Systems

- Increased accessibility of services.
- Improved quality and delivery of services.
- Increased cultural competence in the service delivery system.
- Increased service integration. *
- Increased accountability for results.
- Increased civic engagement. **
- Improved school readiness system.
- Increased community awareness of Commission programs and activities.

- * This includes the promotion of improvements in collaboration between and among providers serving children aged 0-5, including but not limited to an increase in shared training and cross training opportunities.
- ** This includes the promotion of the broadest possible community input; including input from parents (of children aged 0-5) to the planning, development, and implementation of First Five Yuba funded programs.
- ** This includes the promotion of parent access to funds to work towards community improvement.

Improving School Readiness

On the K Profile

- Child in good or excellent health upon kindergarten entry
- Early care and education experiences prior to kindergarten entry
- Scores on Abbreviated Desired Results Developmental Profile
- Parents of entering child received parent education and support services
- Entering children living with single parents versus both parents

On the School Profile

- School attendance rates
- Kindergarten retention rates
- Second grade reading test scores
- Participation rates in free/reduced breakfast/lunch programs

From School and Program Surveys

- Elementary schools with linkages to preschools, child care, and community based programs
- Preschools with linkages to schools and community based programs